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SCS-100

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SCS 100 Module Three Activity Template

A Climate Change From Apple

In this advertisement, there is an infant who appears to be sleeping. A guy is also

talking to an infant who cannot be seen. There was no stereotype in this ad, the ad

chose a younger child because they set a ten-year timeframe for the full implications

of the plan to eliminate their carbon footprint. The only assumption I made about

the ad was because of the infant being used instead of others. I believe now that this

was a good choice because of the ten-year time frame.

Burger King Reduced Methane Whoppers

While watching this ad starts out with a group of teenagers singing. You have a

boy who is playing the guitar, the other boys and girls are dancing, as the ad

moves on they play different parts. They put on a gas mask in part of the video then

later they have on lab coats. When the video is coming to an end you see an older

who plays the farmer and then you see other people who are dressed in suits. They

all appear to be in an elevator with a cow looking as though they smell something.

The only Stereotype that I noticed in this ad was the fixation on one problem. There

are many problems in climate change they could have focused on in their company.

they could have also focused on using oil-free cooking. I do believe they did a good

job at getting their message out. The song they played talked about what they

planned to do.

Stronger Together

The ad had a big group of people who were all working on an art project on a wall.

They made their project out of colorful sticky notes. Every person worked well

together every person knew exactly what their part was. When they finished the

project people would come and take pictures next to the art. There was no stereotype

going on in this ad, it was set to be a gay pride thing, but everyone was able to be part

of this even when it was finished, there was a man and woman couple who took an

picture next to the artwork. I could have assumed things for the ad because of

the wording for the art and the colors used. Those all led me to believe that this was

for gay pride. The reason I came to that was that that is a message that they use

a lot for the gay pride events.

Unilever United We Stand

The final ad that I have chosen was a group of women and a couple of guys. In the

ad they are all sitting around talking, they look like they are happy and having fun.

the people in the ad appear to be actors and performers talking about how they

support the cause. I really didn’t see any sort of stereotype in the ad, it was a straight

forward group of people who are uniting for a cause and even asking others to join

them. By watching this ad I came to the conclusion that it was about LGBT. I came

to that conclusion, because watching the video there was one performer that appeared

to be a man dressed as a woman. I could have been wrong as I know that it can be

hard to tell with some people dressing in drag.